**C:\Documents and Settings\Mike\Local Settings\Temporary Internet Files\Content.IE5\0C5C2WOY\MC900040277[1].wmfTotally Fit Wellness Center**

4900 Healthy Highway

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Phone: (724) 555-8888 Fax: (724) 555-8800

To: Harry Potter Chairperson

From: Mike Horgan Vice President of Finance

Without question, we have had a good year. There has been a significant increase in each quarter over revenues for the same quarter last year. We would like this trend to continue into next year and for many years thereafter. As you can see, however, the fourth quarter was a little weak – perhaps due to the holidays – and we are meeting next week to develop marketing strategies so that next year we will continue to show growth into the fourth quarter.

The Totally Fit Wellness Center provides a modern, well-maintained gymnasium.

The fitness equipment is state-of-the-art and challenges most users.

The knowledgeable, highly trained staff gives our members an effective and personalized exercise and wellness experience.

The Totally Fit Wellness Center is the most modern fitness center I have ever used.

I particularly liked the free weight challenges available.

We are planning to market our Gold and Platinum plans to prospective members, as well as market the less expensive Bronze and Silver plans to university students. Our Nutritional Suite will continue to expand under the direction of our licensed nutritionist and we will enhance our nutrition education program. We are also adding new and more modern equipment, as well as expanding our current schedule of classes.

**Revenue Analysis**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ***Totally Fit Wellness Center*** | | | | |
| ***Revenue Analysis*** | | | | |
| **Plan** | **2008** | **2009** | **Dollar Increase** | **% Increase** |
| **Bronze** | $4,400 | $7,700 | $3,300 | 75.0% |
| **Silver** | $13,300 | $19,950 | $6,650 | 50.0% |
| **Gold** | $19,800 | $27,000 | $7,200 | 36.4% |
| **Platinum** | $27,500 | $41,250 | $13,750 | 50.0% |
| **Total** | **$65,000** | **$95,900** | **$30,900** | **47.5%** |

Figure 1 Revenue Analysis Chart